



Euromonitor
International

Consumer Values and Behaviour in Sweden

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CONSUMER VALUES AND BEHAVIOURS IN SWEDEN

Scope

HIGHLIGHTS

Consumer values and behaviour in Sweden

PERSONAL TRAITS AND VALUES

Consumers in Sweden say they can express their identity with loved ones openly

Baby Boomers believe society accepts their identity

Consumers prefer to explore innovative products and services

Baby Boomers purchase solely from brands and companies that they have complete faith in

Consumers expect they will be happier than they are now in future

Younger generations expect their life will be better

HOME LIFE

While at home, consumers in Sweden connect with friends or family virtually

Safe location - the most desired home feature

COOKING AND EATING HABITS

Swedes prefer to prepare a meal themselves

Swedes prefer to engage in activities other than preparing meals

Gen Z say that choosing to eat at a restaurant is a more hassle-free alternative

Consumers in Sweden look for healthy ingredients in food and beverages

WORKING LIFE

Millennials expect to be able to work from home

Consumers in Sweden primarily desire to attain a lucrative wage

Consumers say they have a strict boundary between work and personal life

LEISURE

Consumers in Sweden enjoy interacting with companions face-to-face

Baby Boomers enjoy interacting with companions face-to-face

Consumers' top travel motivation - maximizing the benefits while minimizing the cost

Older generations expect secure place to visit options when on vacation

HEALTH AND WELLNESS

Consumers in Sweden engage in walking or hiking

Millennials frequently cycle or ride a bike for exercise

Swedes are interested in massages to improve wellbeing

SUSTAINABLE LIVING

Consumers in Sweden are feeling concerned about the effects of climate change

Consumers actively pursuing environmentally-conscious lifestyles

Consumers motivated to try fixing broken items, instead of buying new ones

Consumers purchase products from companies that support their social and political causes

SHOPPING

Swedes enjoy discovering good deals

Baby Boomers like to browse in stores even if they don't need to buy anything

Consumers are willing to buy second-hand or previously-owned items

Baby Boomers are willing to buy second-hand or previously-owned items

Swedes subscribe to streaming platforms on the internet

SPENDING

Consumers set to increase spending on groceries
Younger generations foresee increasing spending on groceries the most
Consumers are concerned about current financial situation
Older generations are capable of routinely putting away a fraction of their salary
Younger generations planning on saving more money in future

TECHNOLOGY

Consumers take an active role in controlling the sharing of data and managing privacy
Baby Boomers say that targeted ads based on their searches are an invasion of privacy
Swedes visit or update social networking site
Younger consumers use apps to track their health and fitness
Younger consumers frequently make online purchases
Consumers follow or like companies' social media feed or posts
Younger generations share purchases they make with their social network

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